C1575-2

a bobit publication

1990

automotive FLEET®

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

special edition $35

FLEET FACT BOOK & BUYER'S DIRECTORY

- Statistics
- Manufacturers
- Fleet Lessors
- Retail & Other Lessors
- Remarketers
- Rental
- Dealers
- Reference

automotive FLEET®
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE
BOBIT PUBLISHING

Influencing the management of 4,952,000 cars and 2,070,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.

1. Statistics

Fleet Figures by Type and Size as of 1/1/90 9
Car Fleet Registrations by Month and Year 10
New Fleet Vehicles Registered 12
U.S. Cars in Fleets by Type of Business 16
Passenger Car Fleet Registrations, 1983-1989 Model Years 20
1989-Model Year Registrations, Fleet vs. Retail 22
Historic Fleet Registrations 26
Leasing & Rental: Past Growth & Future Projections 30
Tracking the Top 10 Fleet Lessors 32
Index of Leading Lessors 34
Top 30 Banks in Vehicle Leasing 38
U.S. Daily-Rental Market Profile — 1/1/90 40
Size and Model Cars Purchased by Major Leasing Companies, 1989 vs. 1988 42
Fleet-Car Operating Costs by Region; NAFA Personal-Use and Used-Car Data 46

2. Manufacturers

Domestic Directory 55
Import Directory 75

3. Lessors

Fleet Leasing Companies 85
Retail & Other Leasing Companies 113

4. Major Rental Firms

Rental Company Directory 119

5. Remarketers

Major Auction Chains 125
Factory Fleet Remarketers 132
National Auto Auction Association Directory 134
National Association of Fleet Resale Dealers Directory 142

6. Major Fleet Suppliers

Fleet Service Companies 144
Tire Industry 147

7. Fleet Dealers

Dealer Listing 151
Fleet Dealer Summary 172

8. Reference

Automotive Fleet Editorial Index Mar. 1988 to Feb. 1990 175
Glossary of Fleet & Leasing Terms 178
Summary of State Safety Inspection Requirements 180
State Automobile Insurance, Registration, and Tax Facts 182
1990-Model Year Car Specifications 186
1990-Model Year Light-Truck and Van Specifications 190
Ad Index 197
Automotive Fleet's Association Guide 198

ABP BPA NAFA AFFILIATE A

AUTOMOTIVE FLEET® (ISSN 0005-1519) is published 13 times a year by Bobit Publishing Company. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Please address ALL correspondence to the Editorial and Executive Offices at 2512 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices — United States: $24 per year, $40 for two years; Canadian $32 per year, $60 for two years. International: $60 per year, $100 for two years. Single copy price — $2.00; Fact Book — $25. Number of cars operated and services must accompany the order. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional entry. Postmaster: Send address changes to Automotive Fleet, 2512 Artesia Boulevard, Redondo Beach, California 90278. Bobit Publishing also publishes *Auto Rental News, Business Driver, Fleet Financials, Installation News, Metro, School Bus Fleet, Limousine and Chauffeur, Contemporary Surgery, Contemporary Orthopaedics, Bedroom, Showcase USA, Security Sales, Nails, StoryboarD, Canadian Business Driver,* and *Cadillac Guide to Customizing.*

Fleet Figures by Type and Size as of 1/1/90

CARS

Type of Fleet	Leased or Managed	Company-Owned	Employee-Owned	Total
Businesses with 25 or More Cars	2,154,000	236,000	518,000	**2,908,000**
Businesses with 10 to 24 Cars	353,000	138,000	388,000	**879,000**
Other				
Government (Federal, state, county, and local)	105,000	438,000	—	**543,000**
Utilities	75,000	478,000	—	**553,000**
Police	7,000	237,000	—	**244,000**
Taxi	21,000	123,000	—	**144,000**
Daily Rental	102,000	795,000	—	**907,000**
Fleet Total	**2,817,000**	**2,445,000**	**906,000**	**6,178,000**
Individually-Leased (Lessors, either independent or dealers, leasing 1 to 9 cars as retail or consumer leases.)	2,140,000	—	—	2,140,000
INDUSTRY TOTAL	**4,957,000**	**2,445,000**	**906,000**	**8,318,000**

TRUCKS — CLASS I, II, AND III

Type of Fleet	Leased or Managed	Owned	Total
Businesses with 25 or More Light Trucks (Includes leasing, construction, plumbing, heating, food distribution, pest control, cable TV, etc.)	651,000	264,000	915,000
Businesses with 10 to 24 Light Trucks	175,000	85,000	260,000
Utilities	98,000	495,000	593,000
Government (Federal, state, county, and local.)	55,000	194,000	249,000
Daily Rental	10,000	130,000	140,000
Other (Police, taxi, etc.)	1,000	4,000	5,000
TOTAL	**990,000**	**1,172,000**	**2,162,000**

Car Fleet Registrations[1] By Month And Year

Totals include all fleets of 10 or more units.

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
JAN	117,135	110,666	93,700	100,500	141,669	158,782	181,524	188,000	178,400	179,400
FEB	97,789	100,205	78,300	91,200	142,006	142,643	162,615	159,100	185,500	183,100
MAR	118,773	108,836	84,500	105,800	136,526	162,472	164,697	165,300	186,200	197,400
APR	113,690	102,059	96,900	93,800	142,199	146,644	156,141	154,100	154,300	179,600
MAY	105,421	113,894	104,800	100,800	139,114	145,063	155,968	158,700	169,800	199,000
JUN	104,894	124,838	117,700	137,200	156,445	163,165	194,567	191,400	224,000	232,000
JUL	83,827	94,546	95,700	101,400	131,377	129,988	151,395	149,800	167,600	151,000
AUG	65,761	70,411	66,800	84,300	100,845	206,597	108,112	107,800	135,300	111,500
SEP	58,540	80,102	65,900	88,600	123,995	132,383	90,078	92,900	121,700	123,400
OCT	82,576	82,802	81,400	111,100	133,247	156,727	122,717	135,400	145,700	164,900
NOV	128,626	111,798	110,900	136,700	153,865	169,024	165,194	155,900	165,900	180,100
DEC	160,800	117,100	138,600	150,000	136,481	196,497	226,100	178,600	208,800	200,000[2]
Total	1,237,832	1,217,257	1,135,200	1,301,400	1,637,769	1,909,985	1,879,108	1,837,000	2,043,200	2,101,400

[1]Includes all government registrations
[2]December estimated

FLEET ADMINISTRATORS:

Before You Choose a Bodyshop Ask a Few Questions

- Can you deal with one company for all your collision needs **nationwide?**
- Will they make sure your vehicles look great and maintain full resale value?
- Do they understand your need to minimize down time?

If You Don't Know, Call MAACO Auto Painting and Collision Centers

Our Nationwide chain of over 435 centers (United States and Canada) are looking forward to working with you.

MAACO will insure great quality, minimize down time and work with you to service your collision needs or restyle your entire fleet.

For more information about MAACO's Fleet and Discount Programs, contact:
Paul Iverson
MAACO Enterprises, Inc.
381 Brooks Rd.
King of Prussia, PA 19406
215-265-6606

Auto Painting Specialists
Your Collision Experts

National Fleet Collision Management Program

New Fleet Vehicles Registered

CARS	On all accounts buying 10 or more new units each year.								In Thousands	
	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989[2]
Renting/Leasing	887	895	841	1,014	1,251	1,590	1,594	1,595	1,770	1,801
Commercial	207	215	185	194	217	206	176	157	191	152
Government[1]	83	73	71	66	79	79	81	73	82	88
TOTAL	**1,177**	**1,183**	**1,097**	**1,274**	**1,547**	**1,875**	**1,851**	**1,825**	**2,043**	**2,041**

TRUCKS	On all accounts buying 10 or more new units each year								In Thousands	
Renting/Leasing	181	150	150	160	281	435	411	405	473	491
Commercial	199	182	147	144	207	225	203	210	233	222
Government[1]	88	70	67	66	78	95	103	93	99	107
TOTAL	**468**	**402**	**364**	**370**	**566**	**755**	**717**	**708**	**805**	**820**

COMBINED CAR and TRUCK	On all accounts buying 10 or more new units each year								In Thousands	
Renting/Leasing	1,068	1,045	991	1,174	1,532	2,025	2,005	2,000	2,244	2,292
Commerical	406	397	332	338	424	431	379	367	424	375
Government[1]	171	143	138	132	157	174	184	166	181	194
TOTAL	**1,645**	**1,585**	**1,461**	**1,644**	**2,113**	**2,630**	**2,568**	**2,533**	**2,849**	**2,861**

[1]Excludes Federal Government
[2]Month of December registrations are estimated.

Buerge Motor Car Company Fleet Group team, left to right, Rene Blankenship, Dean Schneider, Rose Smith and Gigi Farag.

FLEET LEADER.

Serving fleet buyers with a competitive spirit and highly personalized service since 1975, the Buerge Motor Car Company Fleet Group has become a leader in the industry.

Ford

A big selection of new Ford cars & trucks, Jeeps & Eagles and Saab automobiles are always available for immediate delivery.

Jeep Eagle

SAAB

Your needs are never too great or too small. You owe it to yourself to discover the benefits of doing business with the "Fleet Leader."

Walker-Buerge Ford • Buerge Jeep-Eagle • Lindqvist Saab

BMCC
BUERGE MOTOR CAR COMPANY
FLEET GROUP

11800 Santa Monica Boulevard, West Los Angeles, CA 90025

213-820-2631 EXTENSIONS 229, 233 AND 234.

 Circle 105 on Inquiry Card

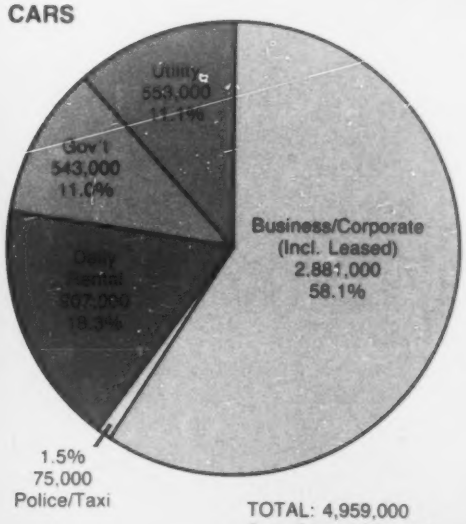
U.S. CARS IN FLEETS BY TYPE OF BUSINESS
(Owned and Leased)

TYPE OF FLEET	CARS (in Thousands)									
Business Fleets—25 or more	**1980**	**1981**	**1982**	**1983**	**1984**	**1985**	**1986**	**1987**	**1988**	**1989**
Salesman Owned	345	341	340	340	344	348	420	410	425	518
Company Owned	222	226	228	224	232	226	260	252	235	236
Leased by Companies (By Types of Lease)										
Finance & Management	1,588	1,617	1,525	1,553	1,545	1,630	1,600	1,632	1,893	1,856
Partial/Full Maintenance	234	230	313	315	313	352	305	313	161	140
Net/Fixed	146	139	136	134	156	168	145	148	146	158
TOTAL Fleet Leased	1,968	1,986	2,000*	2,060*	2,095*	2,150	2,050	2,093	2,200	2,154
Business Fleets—10-24 cars										
Owned	458	452	450	448	452	452	480	475	481	526
Leased	266	282	288	293	297	308	320	334	348	353
Individually Leased	1,708	1,713	1,645	1,653	1,657	1,800	1,975	2,098	2,160	2,140
Other Fleets										
Government	651	649	500	500	528	528	535	538	543	543
Utilities	532	537	530	533	540	540	545	550	553	553
Police	288	284	223	221	228	233	238	240	242	244
Taxi	205	198	141	139	140	140	143	144	144	144
Daily Rental	500	462	457	466	755*	760	790	800	870	907
Driver School	20	19	18	18	—**					
TOTAL	2,196	2,149	1,869	1,877	2,191	2,201	2,251	2,272	2,352	2,391
NOTE Number of Cars in Fleets of 4 or More	10,433	10,436	10,076	10,400	10,475	10,508	10,560	10,578	10,597	10,592

Source: *Automotive Fleet* Research Department
* Adjustment with new data ** Combined with Business Fleets

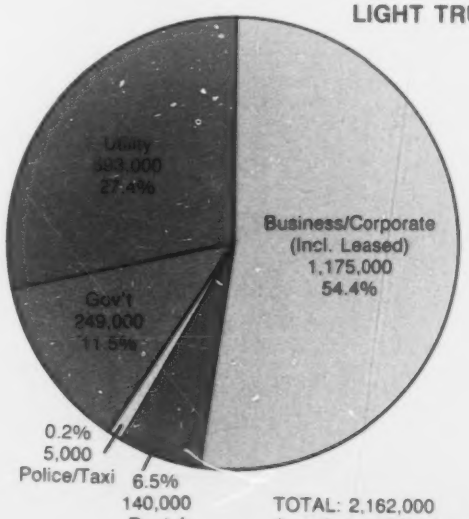
COMPOSITION OF THE *AUTOMOTIVE FLEET* FLEET/LEASING MARKET

CARS



TOTAL: 4,959,000
Avg. Annual Mileage — 27,500
Avg. Trade-in Time — 30.2 mos.

LIGHT TRUCKS/VANS



TOTAL: 2,162,000
Avg. Annual Mileage — 18,500
Avg. Trade-in Time — 60.5 mos.

Passenger Car Fleet Registrations
1983-1989 Model Years

AMERICAN MOTORS	30,640 *3.0%*	33,739 *2.0%*	31,742 *2.0%*	13,716 *1.0%*	4,281 *1.0%*	—	—
AMERICAN ISUZU	—	—	—	—	—	5,387 *1.0%*	4,237 *1.0%*
BUICK	125,379 *11.0*	147,646 *10.0*	155,342 *9.0*	122,127 *5.0*	95,170 *5.0*	103,389 *5.0*	109,299 *5.0*
CADILLAC	30,496 *3.0*	45,408 *3.0*	41,946 *2.0*	39,540 *2.0*	49,565 *3.0*	55,828 *2.0*	58,179 *3.0*
CHEVROLET	199,391 *17.0*	284,690 *16.0*	323,540 *19.0*	348,727 *20.0*	355,359 *21.0*	357,166 *20.0*	344,291 *17.0*
CHRYSLER	26,102 *2.0*	42,545 *3.0*	47,209 *3.0*	61,035 *4.0*	40,135 *3.0*	57,848 *3.0*	48,549 *2.0*
DODGE	87,254 *8.0*	93,997 *6.0*	93,975 *5.0*	103,000 *5.0*	94,145 *5.0*	115,368 *6.0*	147,427 *7.0*
EAGLE	—	—	—	—	—	1,145 *1.0*	7,245 *1.0*
FORD	176,739 *15.0*	322,710 *19.0*	337,202 *19.0*	265,712 *16.0*	330,134 *20.0*	389,691 *21.0*	398,940 *20.0*
LINCOLN-MERCURY	113,121 *10.0*	155,302 *10.0*	148,121 *8.0*	135,182 *8.0*	163,274 *10.0*	164,527 *9.0*	176,091 *9.0*
MAZDA	N/A	N/A	N/A	N/A	N/A	N/A	16,991 *1.0*
MITSUBISHI	N/A	N/A	N/A	3,447 *1.0*	6,403 *1.0*	2,617 *1.0*	14,985 *1.0*
NISSAN	58,918 *5.0*	61,719 *4.0*	81,599 *5.0*	80,141 *5.0*	62,719 *4.0*	69,289 *4.0*	77,332est *4.0*
OLDSMOBILE	158,342 *14.0*	194,320 *12.0*	189,137 *10.0*	193,510 *12.0*	137,842 *8.0*	129,481 *8.0*	126,179 *6.0*
PLYMOUTH	85,960 *7.0*	91,594 *5.0*	80,736 *5.0*	92,777 *5.0*	79,373 *4.0*	88,962 *4.0*	75,402 *4.0*
PONTIAC	56,975 *5.0*	96,984 *6.0*	134,508 *8.0*	163,973 *10.0*	152,001 *8.0*	155,550 *8.0*	174,286 *9.0*
SUBARU	N/A	N/A	6,035 *1.0*	10,505 *1.0*	9,087 *1.0*	18,588 *1.0*	38,432 *2.0*
TOYOTA	N/A	50,407 *4.0*	69,540 *4.0*	104,409 *5.0*	99,466 *6.0*	104,424 *5.0*	113,946 *6.0*
VOLVO	N/A	N/A	N/A	N/A	N/A	2,032 *1.0*	4,411 *1.0*
VW	N/A	N/A	N/A	N/A	N/A	N/A	7,724 1.0

Basic registration data is furnished by each manufacturer, and they may use differing bases.

Footnote: Honda, Acura and Hyundai fleet figures are not available.

1989-Model Year Registrations

Fleet vs. Retail

SUBCOMPACT			
Cabriolet	10,093	851	8.0%
Cavalier	303,475	63,357	21.0
Chevette/Geo Spectrum	62,148	8,033	13.0
Colt/Summit	109,511	1,492	1.4
Eagle	45,663	6,705	14.7
Eclipse	32,108	253	1.0
Escort	366,165	49,921	13.6
Festiva	70,653	4,950	7.0
Fiero	6,218	161	3.0
Firenza	1,868	77	4.0
Fox	42,491	1,575	3.7
Hatchback/Subaru	3,005	110	4.0
Horizon	44,740	3,028	6.8
I-Mark	12,421	1,113	9.0
Justy	25,664	1,114	4.0
Laser	14,212	236	1.7
LeMans/1000	59,331	10,249	17.0
Mirage	29,131	8,705	30.0
MR2	5,213	719	14.0
Mustang	173,184	43,095	24.9
Nova/Geo Prizm	72,499	16,111	22.0
Omni	45,643	3,794	8.3
Precis	15,037	1,698	11.2
Probe	138,473	19,748	14.3
Pulsar	20,541	1,903	9.0
Sentra	152,492	29,974	20.0
Skyhawk	21,055	2,823	13.0
Somerset/Skylark	60,763	17,246	28.0
Sprint/Geo Metro	50,781	5,467	11.0
Sunbird	97,281	20,881	21.0
Tercel	90,638	11,723	13.0
Tracer	53,865	7,238	13.0
323	28,462	1,767	6.0

COMPACT			
Acclaim	67,978	24,286	35.7%
Aries	52,998	28,326	53.4
Beretta	157,124	24,616	16.0
Calais	100,218	12,734	13.0
Camaro	108,978	5,018	5.0
Celica	52,511	6,621	13.0
Corolla	165,580	38,450	23.0
Corsica	192,642	80,902	42.0
Daytona	62,500	2,265	3.6
Firebird	60,034	2,505	4.0
Golf/GTI	22,773	2,233	10.0
Grand Am	218,753	62,620	29.0
Jetta	52,070	3,065	6.0
Lancer	4,003	494	12.3
Legacy	16,331	1,988	12.0

continued in facing column

COMPACT continued			
Loyale	9,308	7,726	83.0
Reliant	51,126	22,908	44.8
Shadow	81,730	21,118	25.8
Spirit	56,190	23,359	41.6
Stanza/Axxess	32,662	7,646	23.0
Station Wagon/Subaru	39,462	5,906	15.0
Sundance	87,618	21,308	24.3
Tempo	247,761	79,093	31.9
Topaz	65,538	26,487	40.0
Touring Station Wagon/Subaru	4,578	295	6.0
XT	6,891	549	8.0
XT6	5,685	512	9.0
3-Door/Subaru	7,439	1,302	18.0
4-Door/Subaru	35,757	18,930	53.0
200SX/240SX	44,613	10,928	24.0

INTERMEDIATE			
Bonneville	95,011	19,938	21.0%
Camry	210,762	45,249	21.0
Caravelle	1,556	52	3.3
Celebrity	190,406	65,523	34.0
Century	142,106	36,219	25.0
Cougar	77,347	18,691	24.0
Cutlass Ciera	214,124	53,296	25.0
Cutlass Supreme	112,852	30,156	27.0
Dodge 600	1,751	68	3.9
Dynasty	110,160	63,284	57.4
Galant	30,511	4,110	13.0
Grand Prix	121,326	29,958	25.0
LeBaron-KCV	1,997	47	2.4
LeBaron GTS	5,524	536	9.7
Lumina	51,381	21,891	43.0
Maxima	141,054	21,772	15.0
Monte Carlo	3,614	86	2.0
New Yorker (C Body)	33,095	8,816	26.6
New Yorker (E Body)	406	1	0.2
Pontiac 6000	79,158	27,342	35.0
Regal	94,900	15,773	17.0
Sable	75,437	40,040	53.0
Sigma	21,000	219	1.0
Taurus	356,823	142,735	40.0
Thunderbird	116,430	23,623	20.3
Mazda 626	50,597	3,881	7.6
244 Volvo	28,733	2,295	8.0
245 Volvo	12,743	1,121	9.0
744 Volvo	33,754	915	3.0
745 Volvo	14,047	35	0.0

chart continued on page 24

(1) Retail figures reported are for total sales, which includes fleet.

STANDARD			
Caprice	164,217	50,509	31.0%
Crown Victoria	114,081	35,775	31.4
Custom Cruiser Station Wagon	9,263	906	10.0
Delta 88	138,503	19,658	14.0
Diplomat	6,377	4,177	65.5
Grand Marquis	105,153	12,445	12.0
Gran Fury	3,717	3,217	86.5
Fifth Avenue	15,042	311	2.1
Fifth Avenue (Y-body)	2,434	1,462	60.1
LeBaron Convertible	44,488	14,258	32.0
LeBaron Coupe	39,456	7,556	19.2
LeSabre	139,287	21,269	15.0
Premier	45,663	6,705	14.7
Safari Station Wagon	5,009	632	13.0
LUXURY			
Allante	2,864	696	24.0%
Brougham	38,470	8,268	21.0
Cimarron	1,361	53	4.0
Continental/Mark VII Town Car/Scorpio/ XR4Ti	143,364	71,190	50.0

continued in facing column

LUXURY continued			
Corvette	22,035	2,778	13.0
Cressida	17,905	4,343	24.0
DeVille/Fleetwood	174,234	35,344	20.0
Eldorado	32,398	4,088	13.0
Electra/Park Avenue	90,172	11,917	13.0
Lexus	1,459	397	27.0
New Yorker Landau	56,439	15,519	27.5
Reatta	7,514	2,033	27.0
Riviera	19,411	2,019	10.0
Seville	23,960	9,730	41.0
Supra	13,668	3,004	22.0
Toronado	9,156	868	9.0
98	70,918	8,484	12.0
300ZX	14,461	5,109	35.0
764 Volvo	9,024	24	0.0
765 Volvo TGA	3,077	11	0.0
782 Volvo	2,219	12	1.0
929	18,293	2,757	15.0

(2) Sales data, not registrations.

Note: Import share of fleet is 24.8%
Domestic share of total fleet is 75.2%

NATIONWIDE AUTO GLASS REPLACEMENT SPECIALISTS

"A WORLD OF SERVICE®" "ONE CALL DOES IT ALL®"

GLOBE AMERADA GLASS CO

- Over 1400 participating independent glass vendors across the United States.
- Free mobile service in most locations within a 50 mile radius.
- Limited warranty for water leakage on all glass replacements.
- Reliable workmanship.
- **Toll free service 1 (800) 826-8682** including Illinois and Alaska. From Hawaii call collect **1 (708) 364-2900.**
- Three way conference call ability. Insured speaks directly to the glass shop to set up appointment.
- Convenient hours are: **Mon. thru Thur.:** 6:30 am–7:30 pm, **Fri.:** 6:30 am–7:00 pm, **Sat.:** 8:30 am–1:00 pm (Central Time).

"Anytime–Anywhere 100% Service, Because We Care!"

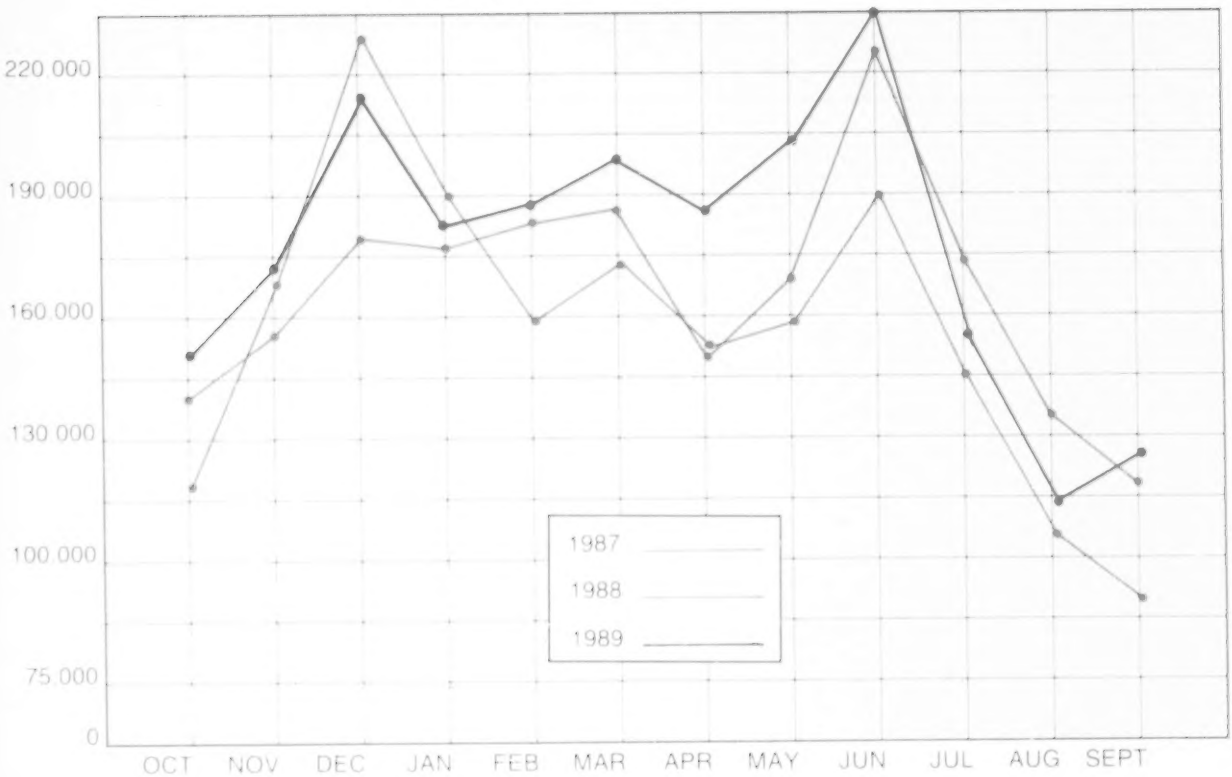
For additional information call, write or fax Mike Kellman today!

2001 Greenleaf Avenue,
Elk Grove Village, IL 60007
(708) 364-2900 Fax:(708) 364-2909

1-800-826-8682 (1-800-U-COUNT-2)

Circle 112 on Inquiry Card

Historic Fleet Registrations By Month & Model Year

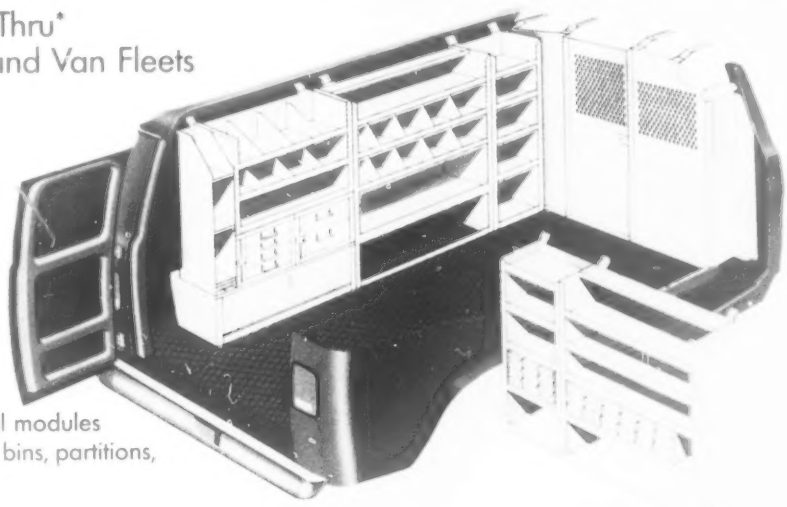


The Right Combination

Canfield Equipment Service, Inc. + Adrian Steel Company

Authorized Dodge Ship-Thru* for Upfitting Light Truck and Van Fleets

- Dodge B1,2,3 Vans
- Dodge Mini Vans
- Dodge Dakotas and Full Size Pick-Ups



Canfield is America's leading fleet installation specialist. Your No. 1 source for vans and light trucks equipped exactly the way you want them, with contractor preferred Adrian Steel modules and accessories—shelving, racks, bins, partitions, ladder racks, etc.

C.E.S.
Canfield Equipment Service, Inc.

*Ship-Thru Code ZTTA22

Paddy Wagons • Morrision Utility Bodies • Gem Tops • Meyers Snow Plows • Maxiguard Alarms • Decaling

21703 Mound Rd., Warren, MI 48091 • 313/757-2020 Or Call Adrian Steel Co., 517/265-6194

Circle 114 on Inquiry Card

(1/1/90)

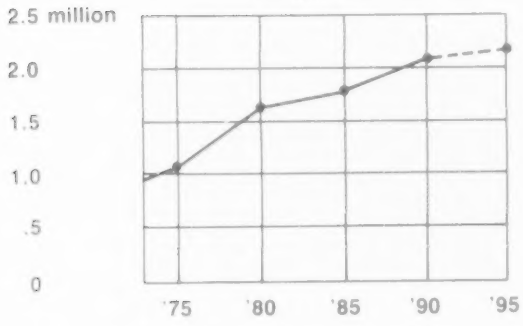
LEASING & RENTAL: Past Growth & Future Projections

LEASED SEGMENT	1975 Units	1975 $ Rev.	1980 Units	1980 $ Rev	1985 Units	1985 $ Rev	1989 Units	1989 $ Rev	1990 (est.) Units	1990 (est.) $ Rev
	(000)	Millions	(000)	Millions	(000)	Millions	(000)	Millions	(000)	Millions
Business Fleets +25 Other* Incl.	1,666		1,968		2,150		2,154		2,210	
Bus. Flts. 4-24	263		282		308		353		355	
Retail or Individual	1,072		1,708		1,800		2,140		2,150	
Total Cars Fleet Leased	**3,001**	**$ 9,100**	**3,958**	**$18,900**	**4,258**	**$27,450**	**4,647**	**$32,000**	**4,715**	**$33,000**
Truck Leasing	735	$4,200	800	$7,300	878	$10,000	990	$13,500	1,050	$16,000
Total Vehicle Leasing	**3,985**	**$13,300**	**5,000**	**$26,200**	**5,374**	**$37,450**	**5,637**	**$45,500**	**5,765**	**$49,000**
RENTAL SEGMENT										
Car Rental	355	$ 1,400	500	$ 2,800	760	$ 4,600	907	$ 7,115	925	$ 7,500
Truck Rental (all G.V.W.s)	160	$ 1,000	175	$ 2,300	200	$ 3,400	202	$ 3,750	210	$ 4,700
Total Vehicle Rental	**515**	**$ 2,400**	**675**	**$ 5,100**	**960**	**$ 8,000**	**1,109**	**$10,865**	**1,135**	**$12,200**

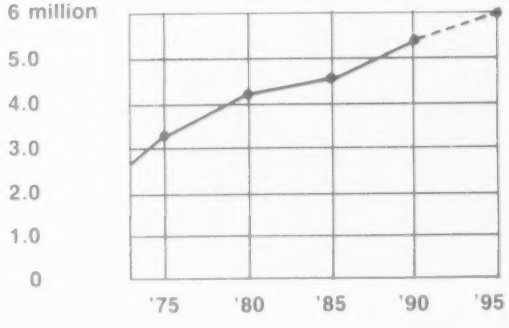
*Other includes all 50+ % non-personal use regardless of registration.

SOURCE: Automotive Fleet Research Dept. — © Copyrighted 1990

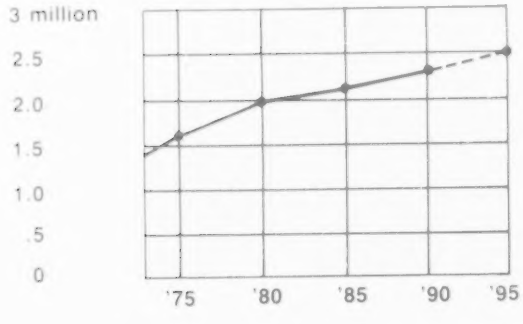
Retail Leasing Units



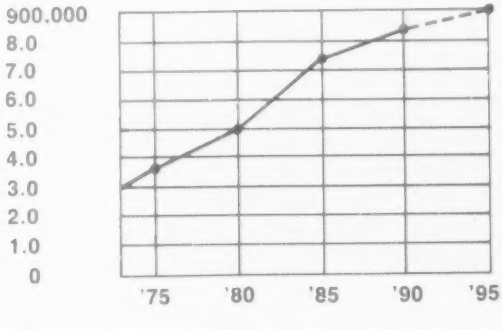
All Vehicles Leasing Units



Business Fleets Leased 25 or More Units



Daily Rental Units



Tracking the Top 10 Fleet Lessors

Total — US Vehicles/Year

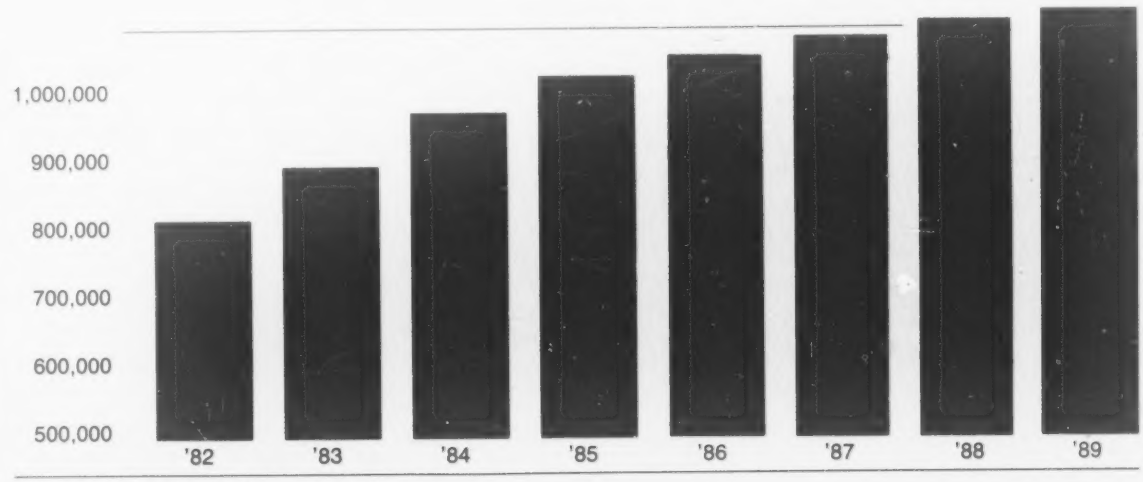
Lessor	1982	1983	1984	1985	1986	1987	1988	1989
GE Capital Fleet Services	—	—	—	—	—	420,000[1]	400,000	375,000
(Gelco)[2]	(215,000)	(235,000)	(267,000)	268,000)	(270,000)	—	—	—
(D&K)[2]	(46,000)	(80,000)	(80,000)	(84,000)	(100,000)	—	—	—
(McCullagh)[3]	(75,000)	(75,000)	(80,000)	(80,000)	(80,000)	(80,000)	(80,000)	(75,000)
PHH	185,000	200,000	200,000	225,000				326,500
(Avis)[4]	(44,000)	(44,500)	(44,500)	(48,000)	275,000	290,000	313,000	40,000
Wheels	70,000	70,000	80,000	90,000	100,000	100,000	105,000	105,000
Lease Plan USA	—	—	—	—	—	70,000	80,000	92,000
ARI	35,000	50,000	65,000	65,000	70,000	75,000	75,000	148,500
(Lend Lease)[5]	37,500	42,500	50,000	60,000	58,000	85,000	91,000	—
U.S. Fleet Leasing	45,000	45,000	50,000	50,000	50,000	68,000	75,000	85,000
(Hertz)[6]	(45,000)	(50,000)	(50,000)	(50,000)	* * *			
Associates	13,000	13,000	22,000	24,000	27,000	41,600	45,800	53,000
LMV	17,000	17,000	20,000	24,000	33,000	38,000	45,300	47,000
Top 10 Total	**827,500**	**922,000**	**1,008,500**	**1,068,000**	**1,063,000**	**1,267,600**	**1,310,100**	**1,347,000**

[1]GE Capital Fleet Services fleet total also includes Kerr Leasing, which was acquired in 1984.

[2]Purchased by GE Capital in 1987 [3]Purchased by GE Capital in 1990 [4]Purchased by PHH in 1986
[5]Lend Lease Purchased by Holman Enterprises (ARI) in 1989 [6]Purchased by USFL in 1986

The "Big" Get "Bigger"

Number of Vehicles Among Top 10 Lessors



Sources: *Automotive Fleet* Research Dept.

Index of Leading Lessors

(Includes lessor fleet managed units. Does not include rentals)

(Data supplied by individual lessors except where indicated)

Rank	FLEET LESSORS	No. Cars	No. Trucks	Total Vehicles
1.	GE Capital Fleet Services	202,000	173,000	375,000
	McCullagh (owned by GE Capital)	(45,050)[1]	(29,950)[1]	(75,000)[1]
2.	PHH FleetAmerica	173,000	110,000	283,000
	Avis (owned by PHH)	(38,000)[2]	(2,000)[2]	(40,000)[2]
3.	ARI	84,600	63,900	148,500
4.	Wheels	73,500	31,500	105,000
5.	Lease Plan USA	71,000	21,000	92,000
6.	U.S. Fleet Leasing	60,000	25,000	85,000
7.	Associates	25,500	27,500	53,000
8.	LMV	32,000	15,000	47,000
9.	Donlen	26,000	7,000	33,000
10.	Enterprise	27,900	2,100	30,000
11.	World Omni	23,000	6,000	29,000
12.	AT&T	7,000	14,000	21,000
13.	Mike Albert	15,800	2,200	18,000
14.	Fleetmark	2,000	16,000	18,000
15.	Emkay	14,000	3,500	17,500
16.	Transamerica Fleet Leasing	11,000	6,000	17,000
17.	Sovran	12,000	3,500	15,500
18.	Leasing Associates/Allstate	12,500	2,000	14,500
19.	Auto Rental Corp.	7,000	6,000	13,000
20.	Leaseway Puerto Rico	6,000*	2,500*	8,500
	TOTALS	**968,850**	**569,650**	**1,538,500**

*Car & Truck Breakout, AF Estimate

TRUCK LESSORS

1.	Penske Truck Leasing	—	50,000	50,000
2.	Ryder	—	50,000	50,000

RETAIL & OTHER LESSORS

1.	Ford Dealers	380,000	233,000	613,000
2.	GE Capital Auto Lease, Inc.	189,000	36,000	225,000
3.	Security Pacific	34,920	3,280	38,200
4.	Bankers Leasing	16,000	24,000	40,000

[1] Not included in GE Capital fleet totals.
[2] Not included in PHH fleet totals.

Top 30 Banks In Vehicle Leasing

Bank	Location	Leases in Portfolio at End of 1989	1988	1987
1. Marine Midland Bank	Buffalo, NY	140,000	141,000	99,235
2. Wells Fargo Bank	Oakland, CA	57,300	48,500	45,874
3. First Interstate Bank of California	Cerritos, CA	43,294	43,591	42,211
4. First Fidelity Bank Leasing Group	Wayne, PA	42,587	43,265	39,500
5. Citicorp National Services, Inc.	St. Louis, MO	38,577	24,183,	13,413
6. Security Pacific Corp.	Woodland Hills, CA	36,000	41,800	51,500
7. BancOne Acceptance Corp.	Columbus, OH	32,540	36,582	36,811
8. Maryland National BankLease	Baltimore, MD	29,000	31,000	27,000
9. Chase Manhattan Bank N.A./ Chase Automotive Finance	Manhasset, NY	28,500	17,223	11,121
10. BancNew England Leasing Group	Boston, MA	27,450	22,558	17,200
11. Continental Bank Corp.	Ft. Washington, PA	24,200	21,250	15,000
12. Manufacturers Hanover Wheelease, Inc.	Hicksville, NY	23,779	26,112	27,852
13. Huntington National Bank	Columbus, OH	21,285	20,997	19,800
14. Trust Company Bank	Atlanta, GA	19,714	22,500*	21,656
15. First Pennsylvania Bank-Lease	Ft. Washington, PA	19,598	17,400	17,294
16. Union Bank – Stanchart Leasing	Orange, CA	19,229	19,800	18,500
17. The Fifth Third Bancorp.	Cincinnati, OH	17,076	11,582	12,795
18. Central Bank	Pacheco, CA	11,500	16,000	14,794
19. National Bank of Detroit	Detroit, MI	10,900	14,575	16,368
20. Society Lease, Inc.	Cleveland, OH	10,164	9,000	—
21. Sanwa Bank of California	Monterey Park, CA	9,432	7,419	3,771
22. Manufacturers National Bank of Detroit	Detroit, MI	9,129	11,300*	10,677
23. National City Bank	Cleveland, OH	8,555	12,883	13,436
24. Seafirst Bank	Seattle, WA	8,351	8,700	6,397
25. First Union National Bank	Charlotte, NC	8,000	10,389	7,871
26. Star Bank Corp.	Cincinnati, OH	8,000	8,727	7,000
27. Citizens and Southern Leasing	Atlanta, GA	7,785	9,248	10,300
28. First National Bank of Atlanta	Atlanta, GA	7,778	7,943	8,000
29. Provident National Bank	Wilmington, DE	7,000	—	—
30. Valley National Bank	Phoenix, AZ	6,354	6,104	5,280

Source: Automotive Fleet *Research Department* **AF Estimate*

© Copyright 1990

U.S. Daily-Rental Market Profile—1/1/90

Rank	Company	Number U.S. Locations	Number U.S. Cars (Incl. Licensees)	Percent Fleet Share	Estimated '89 Revenue (Millions)
Primarily Business/Leisure					
1	Hertz	1,500	170,000	24.3%	$1,530
2	Avis	1,400	145,000	20.7%	1,300
3	Budget	1,200	107,000	15.3%	920
4	National	1,000	100,000	14.3%	825
5	Alamo	130	70,000	10.0%	525
6	Dollar	325	35,000	5.0%	255
7	Thrifty	350	27,000	3.8%	235
8	General	60	18,000	2.6%	190
9	American Int'l	175	15,000	2.1%	175
10	Value, Avon, Etc.	50	14,000	1.9%	160
		6,190	701,000	100.0%	$6,115
Primarily Accident/Repair					
1	Enterprise	410	82,000	59.0%	375
2	Agency	525	30,000	21.6%	140
3	Snappy	260	18,000	12.9%	80
4	Action	140	9,000	6.5%	40
		1,335	139,000	100.0%	$635
U.S. Industry Totals		7,525	840,000	—	$6,750
Local & Repair Major Factory Dealer Systems					
1	FRAC (Ford)	5,500	28,000	41.8%	$ 155
2	GM (Not organized)	6,000	21,000	31.3%	120
3	DRAC (Chrysler)	4,000	18,000	26.9%	90
		15,000	67,000	100.0%	$365
Total Market			907,000	100.0%	7,115

Avg. Mo. Revenue/Car	
Business/Leisure	$744 / Car / Mo.
Accident/Repair	$448 / Car / Mo.

Source: *Automotive Fleet* Research Department Copyrighted 1990.

Size and Model Cars Purchased By Major Leasing Companies 1989 vs. 1988

SIZE AND MODEL
(In Percent)

Luxury	Standard	Intermediate	Compact	Subcompact	Imports
Electra/Park Ave.	LeSabre	Regal	Eagle	Alliance	All
Riviera	Caprice	Century	Skylark	Skyhawk	Models
Coupe de Ville	Diplomat	Monte Carlo	Aries	Cavalier	
Sedan de Ville	LTD Crown Vic	Celebrity	Laser	Omni	
Fleetwood	Grand Marquis	LeBaron	Daytona	Colt	
Eldorado Coupe	Delta 88	Thunderbird	Topaz	Escort/EXP	
Seville Sedan	Fifth Ave	Cougar	Calais	Capri	
Continental		Cutlass Supreme	Reliant	Horizon	
Mark VII		Cutlass Ciera	Camaro	Fiero	
Town Car		6000	LeBaron GTS	Mustang	
Olds 98		Grand Prix	Tempo	Sprint	
Toronado		Bonneville	Somerset Regal	Spectrum	
Corvette		New Yorker	Grand Am	Nova	
Allante		Taurus	Firebird	Sunbird	
XR4Ti		Sable	Conquest/Vista	Tracer	
Scorpio		Premier	Lancer	LeMans	
		Dynasty	Golf		
			Shadow		
			Sundance		
			Beretta		
			Corsica		
			Medallion		

COMPANY	YEAR	LUXURY	STANDARD	INTER-MEDIATE	COMPACT	SUB-COMPACT	IMPORTS
ASSOCIATES	1989	4.9	17.0	62.2	11.1	2.1	2.7
	1988	5.8	17.7	62.0	9.3	2.1	3.1
ARI	1989	5.2	12.8	62.0	12.0	6.0	2.0
	1988	6.0	10.0	57.0	19.0	6.4	1.6
DONLEN	1989	2.9	11.6	71.0	9.4	3.7	1.4
	1988	4.4	11.8	66.7	12.0	3.6	1.5
ENTERPRISE	1989	6.1	9.6	70.7	7.1	2.7	3.8
	1988	6.2	10.1	74.5	6.4	2.5	0.3
GE CAPITAL FLEET SERVICES	1989	1.5	11.7	62.3	16.4	5.9	2.2
	1988	1.4	11.9	61.5	15.9	6.7	2.6
LEASE PLAN	1989	1.1	5.2	71.2	16.4	2.8	3.3
	1988	2.0	7.0	70.4	14.1	4.2	2.3
LMV	1989	1.9	10.6	65.0	10.4	5.5	6.6
	1988	1.0	10.5	66.1	11.7	8.5	2.2
MCCULLAGH	1989	2.7	24.9	57.1	7.5	4.9	2.9
	1988	6.7	15.0	57.8	10.0	8.7	1.8
PHH FLEET AMERICA	1989	2.3	7.7	65.8	17.4	4.7	2.0
	1988	2.5	8.5	64.5	18.8	5.0	0.9
U.S. FLEET LEASING	1989	4.0	11.5	61.0	18.0	1.0	4.5
	1988	5.0	15.3	63.4	13.9	1.1	1.3
WHEELS	1989	1.8	10.2	72.1	8.6	5.1	2.2
	1988	2.0	7.5	75.9	8.8	4.6	1.2

Fleet-Car Operating Costs by Region

1 = New England 2 = Mid East 3 = Great Lakes 4 = Southeast 5 = Plains 6 = Southwest 7 = Rocky Mountains 8 = Far West

Regional Code	Running Expenses ¢/mile	Standing Expenses $/month
1	7.20	339.84
2	7.49	332.73
3	6.53	346.41
4	6.62	339.45
5	6.43	334.31
6	6.73	333.61
7	7.04	313.25
8	7.14	317.70
USA	**6.81**	**336.88**

Notes: Running expenses are incurred when a car is being driven, and include gasoline, oil, tires, and maintenance. Standing expenses are incurred whether or not the car is used, and include such fixed costs as insurance and license fees. Data covers leased cars and company-owned cars, from December 1988 U.S. Corporate Fleet Performance Report.
Source: PHH FleetAmerica, Center for Analysis and Research, which maintains a computerized data base on fleet car costs for its clients.

NAFA Personal-Use and Used-Car Data

Reimbursement For Use Of Personal Car
Mileage Only
(No Assigned Fleet Car)
U.S. Commercial Fleets

Amount	1984	1985	1986	1987	1988
15¢ or less	1%	1%	Industry	Industry	Industry
16-19¢	10%	5%	average:	average:	average:
20¢	56%	42%	20.6¢	21.5¢	16.8¢
20½¢	22%	22%			
21-24¢	10%	28%			
25¢ or more	1%	2%			

Reimbursement For Use Of Personal Car
Mileage Only
(Assigned Fleet Car Not In Service)
U.S. Commercial Fleets

Amount	1984	1985	1986	1987	1988
15¢ or less	1%	2%	Industry	Industry	Industry
16-19¢	8%	5%	average:	average:	average:
20¢	56%	42%	20.7¢	21.4¢	22.4¢
20½¢	23%	23%			
21-24¢	9%	26%			
25¢ or more	3%	2%			

Number of Model Year Cars Sold

	1989 All U.S. Fleets
U.S. Commercial Fleets	
1985 Model Year	
1986 Model Year	12,260
1987 Model Year	10,406
1988 Model Year	5,533
U.S. Government Fleets	
1985 Model Year	
1986 Model Year	2,240
1987 Model Year	1,847
1988 Model Year	1,929
U.S. Public Utilities Fleets	
1985 Model Year	
1986 Model Year	260
1987 Model Year	186
1988 Model Year	139

Average Age of Vehicles Sold

Months	
U.S. Commercial Fleets	32.0
U.S. Government Fleets	50.0
U.S. Public Utilities Fleets	72.5
Miles	
U.S. Commercial Fleets	60,000
U.S. Government Fleets	75,000
U.S. Public Utilities Fleets	85,000

Selling Methods
Number of Cars Sold in Each Category

	1988	1989
U.S. Commercial Fleets		
Wholesaler/Auto Auction	28,800	10,889
Employee	14,449	5,614
Used Car Dealer	2,783	515
New Car Dealer (Trade-In)	2,336	1,172
Salvage/Other	4,429	1,081
U.S. Government Fleets		
Wholesaler/Auto Auction	9,363	1,570
Employee	28	8
Used Car Dealer	290	0
New Car Dealer (Trade-In)	73	5
Salvage/Other	9,137	1,858
U.S. Public Utilities Fleets		
Wholesaler/Auto Auction	2,996	1,612
Employee	172	242
Used Car Dealer	1,401	137
New Car Dealer (Trade-In)	28	12
Salvage/Other	214	238